

## ORDER



**Orders**  
**Order / Rev:** 42550  
**Alt Order #:** 9766866 /Brad  
**Product Desc:** Restore Our Future  
**Estimate:** 1070  
**Flight Dates:** 07/31/12 - 08/09/12  
**Original Date / Rev:** 07/15/12 / 08/08/12  
**Order Type:** GENERAL

**WHP-TV CBS21**

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency Name:** Mentzer Media Services  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Ave  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Restore Our Future  
**Demographic:** A35+  
**Product Codes:** Issues/Propositions  
**Priority:** P-3  
**Revenue Codes:** AGY, POL-ISS, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/09/12	45	\$19,375.00	\$16,468.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	45	\$19,375.00	\$16,468.75	0.00
<b>Totals</b>	<b>45</b>	<b>\$19,375.00</b>	<b>\$16,468.75</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WHP-TV CBS21	12%	\$19,375.00
Market	100%	\$161,458.33

**Competitive Share**

	Share	Total
EHP	0%	\$0.00
UNKWN	0%	\$0.00
WGAL	71%	\$114,635.42
WHTM	9%	\$14,531.25
WLYH	0%	\$0.00
WPMT	8%	\$12,916.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	07/31/12	08/03/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	- TWTF - -	:30	4	\$200.00	P-1	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	- TWTF - -		4				\$200.00		0.00			
N 2	WHP	07/31/12	08/03/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	- TWTF - -	:30	6	\$200.00	P-1	0.00	NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	- TWTF - -		6				\$200.00		0.00			
N 3	WHP	07/31/12	08/03/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	- TWTF - -	:30	4	\$200.00	P-1	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 07/30/12	08/05/12	- TWTF - -		4				\$200.00		0.00			

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 Flight Dates: 07/31/12 - 08/09/12

Advertiser: Restore Our Future  
 Product Desc: Restore Our Future  
 Estimate: 1070

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	WHP	08/01/12	08/03/12	CBS Evening News CBS Evening News	CM	630p-7p	--W-F--	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	07/30/12	08/05/12	--W-F--		2			\$400.00		0.00				
N 5	WHP	07/31/12	08/03/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	-TWTF--	:30	6	\$1,000.00	P-1	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	07/30/12	08/05/12	-TWTF--		6			\$1,000.00		0.00				
N 6	WHP	08/04/12	08/04/12	Sa 11p-1130p News CBS 21 News 11p	CM	11p-1130p	-----S-	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	07/30/12	08/05/12	-----S-		1			\$175.00		0.00				
N 7	WHP	08/06/12	08/09/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	MTWT---	:30	4	\$200.00	P-1	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	MTWT---		4			\$200.00		0.00				
N 8	WHP	08/06/12	08/09/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	MTWT---	:30	6	\$200.00	P-1	0.00	NM	6	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	MTWT---		6			\$200.00		0.00				
N 9	WHP	08/06/12	08/09/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	MTWT---	:30	4	\$200.00	P-1	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	MTWT---		4			\$200.00		0.00				
N 10	WHP	08/06/12	08/09/12	CBS Evening News CBS Evening News	CM	630p-7p	M--T---	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	M--T---		2			\$400.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	2	WHP	08/06/12-08/12/12	CBS Evening News		630p-7p	M-WTh-----	:30		<del>(\$400.00)</del>		0.00	NM		
		See MG 10.3 [Order Entry Error]													
	3	WHP	08/06/12-08/08/12	CBS Evening News		630p-7p	M-W-----	:30		\$400.00		0.00	NM		
		Ⓜ MG for 10.2 08/09 [Back in Time Period]													
N 11	WHP	08/06/12	08/09/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWT---	:30	6	\$1,000.00	P-1	0.00	NM	6	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	08/06/12	08/12/12	MTWT---		6			\$1,000.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	5	WHP	08/06/12-08/12/12	M-F 730p-8p		730p-8p	MTWTh-----	:30		<del>(\$1,000.00)</del>		0.00	NM		
		See MG 11.7 [Program Change]													
	7	WHP	08/09/12-08/09/12	M-F 7p-730p			---Th-----	:30		\$1,000.00		0.00	NM		
		Ⓜ MG for 11.5 08/09 [MG within Flight]													
Totals													45	\$19,375.00	